

1 WE CLAIM:

2 *Sub A1* 1. A method of facilitating delivery of advertising to users of mobile  
3 computing platforms comprising the steps of:  
4 defining advertising zones within a geographic region; and  
5 in a geographic database that contains data that represent roads located in the  
6 geographic region, associating with each data entity that represents a road segment  
7 located in the geographic region data that indicate in which of said advertising zones the  
8 road segment represented by the data entity is located.

9

10 2. The method of Claim 1 further comprising:

11 defining a hierarchy of said advertising zones, wherein said hierarchy of  
12 advertising zones includes at least a first layer and a second layer, and further wherein at  
13 least some of the advertising zones in said first layer overlap some of the advertising  
14 zones in said second layer.

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16 3. The method of Claim 2 further comprising:

17 defining an index that references each of the advertising zones in the first layer  
18 that overlap each of the advertising zones in the second layer.

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20 4. The method of Claim 1 further comprising:

21 associating advertising messages with at least some of said advertising zones.

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23 5. The method of Claim 4 further comprising:

24 storing said advertising messages in an advertising database.

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26 6. The method of Claim 1 wherein said advertising zones are formed

27 dynamically.

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1           7.     A method of facilitating delivery of advertising to users of geographic data  
2 comprising the steps of:

3                 defining a hierarchy of advertising areas located within a geographic region,  
4 wherein said hierarchy of advertising areas include at least a first layer and a second  
5 layer, wherein said first layer and said second layer overlap; and

6                 in a geographic database that contains data that represent roads located in the  
7 geographic region, associating with each data entity that represents a road segment  
8 located in the geographic region data that indicate in which of said advertising areas the  
9 road segment represented by the data entity is located.

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11           8.     The method of Claim 7 further comprising:

12                 defining an index that references the advertising zones in the first layer that  
13 overlap the advertising zones in the second layer.

14

15           9.     The method of Claim 7 wherein said advertising zones are based on  
16 accessibility.

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18           10.    The method of Claim 7 wherein said advertising zones are based driving  
19 distances from defined locations.

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21           11.    The method of Claim 7 wherein said advertising zones are based driving  
22 times from defined locations.

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24           12.    The method of Claim 7 wherein said advertising zones are formed  
25 dynamically.

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27           13.    A geographic database stored on a computer-readable medium  
28 comprising:  
29                 road segment data that represent road segments located in a geographic region;  
30                 and

1 advertising zone data associated with said road segment data, wherein said  
2 advertising zone data indicate which of a plurality of advertising zones into which the  
3 geographic region is divided road segments represented said road segment data are  
4 located in.

5  
6 14. The invention of Claim 13 wherein said geographic database further  
7 comprises:

8 an index that references advertising zones that encompass other advertising zones.

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10 15. The invention of Claim 13 wherein said geographic database is installed in  
11 a standalone navigation system.

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13 16. The invention of Claim 13 wherein said geographic database is installed  
14 on a navigation services server from which end users' computing platforms obtain  
15 geographically-related services.

16  
17 17. The invention of Claim 13 wherein said advertising zone data includes an  
18 indication of which of a plurality of layers of advertising zones, a particular advertising  
19 zone is located in.

20  
21 18. A method of delivering advertising to users of mobile computing  
22 platforms that provide navigation-related services comprising:

23 determining a position of a mobile computing platform as the mobile computing  
24 platform travels in a geographic region;

25 determining in which of a plurality of advertising zones into which the geographic  
26 region is divided the user is located; and

27 providing the user with an advertising message associated with said advertising  
28 zone.

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1           19. The method of Claim 18 wherein said advertising messages are provided  
2 over a wireless communications link to the mobile computing platform from a navigation  
3 services server.

4

5           20. A method of providing advertising to users of mobile computing platforms  
6 that are moved through a geographic region comprising:

7               defining advertising areas within the geographic region;  
8               associating advertising messages with said advertising areas;  
9               with respect to each of said mobile computing platforms, determining a current  
10 position of the mobile computing platform as said mobile computing platform is moved  
11 through the geographic region;  
12               determining in which of said advertising areas the mobile computing platform is  
13 located; and  
14               delivering to the mobile computing platform an advertising message associated  
15 with the advertising area in which the mobile computing platform is located.

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17           21. The method of Claim 20 further comprising:

18               after the step of determining in which of said advertising areas the mobile  
19 computing platform is located, determining the advertising message associated with the  
20 advertising area.

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22           22. The method of Claim 21 further comprising:

23               after the step of delivering, providing the advertising message via a user interface  
24 of the mobile computing platform.

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26           23. The method of Claim 21 further comprising:

27               after the step of delivering, providing the advertising message audibly via the  
28 mobile computing platform.

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1           24. The method of Claim 21 further comprising:  
2                   after the step of delivering, providing the advertising message visually via the  
3 mobile computing platform.

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5           25. A method of delivering location-based warnings to users of computing  
6 platforms that provide navigation-related services comprising:  
7                   determining a position of a mobile computing platform as the mobile computing  
8 platform travels in a geographic region;  
9                   determining in which of a plurality of zones into which the geographic region is  
10 divided the mobile computing platform is located; and  
11                   providing a user of the mobile computing platform with a warning message  
12 associated with said zone.

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14           26. The method of Claim 25 wherein said warning message relates to an  
15 adverse weather condition.

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17           27. The method of Claim 25 wherein said warning message relates to traffic  
18 conditions in the zone.

19  
20           28. A method of delivering advertising to users of mobile computing  
21 platforms that provide navigation-related services comprising:  
22                   determining a position of a mobile computing platform as the mobile computing  
23 platform travels in a geographic region;  
24                   dynamically forming an advertising zone associated with the position of the  
25 mobile computing platform; and  
26                   providing the user with an advertising message associated with said advertising  
27 zone.

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